

 **APPLE COMPUTER, INC.**

INTEGRATED SUPPORT PLANNING

NEEDS SURVEY

**Customer
Support** 

TABLE OF CONTENTS

Section	Page Number
Customer Profile	3
Hardware Repair and Maintenance	6
Network and Communications Support	9
Product Usage Support	14
Development Support	17
Customized Support	21

Customer Representative: _____
Date: _____

CUSTOMER PROFILE

1. Company Name and Address

2. Key Customer Personnel:

Name	Title/Department	Phone/Link
_____	_____ (e.g. Director, Information Systems)	_____
_____	_____ (e.g. Manager, Operations/Service Dept)	_____
_____	_____ (e.g. Manager, Data Communications)	_____
_____	_____ (e.g. Manager, End-user Computing)	_____
_____	_____ (e.g. Manager, Application Development)	_____
_____	_____ (e.g. Director, Training)	_____

3. Key Apple Sales and Support Representatives:

Name	Title	Phone/Link
_____	_____	_____
_____	_____	_____

4. Please list any Apple programs in which you participate: _____

5. Does this office or agency have security restrictions that Yes No
 may affect service, support, and training?

If yes, please specify: _____

COMPUTING ENVIRONMENT

6. For each of the following, please name the predominant systems, operating systems, and networks in use at this location:

	System	Operating system	Network
Mainframe computers	_____	_____	_____
Minicomputers	_____	_____	_____

7. For each of the following, please identify the system, vendor, and number in use at this location:

	System	Vendor	Quantity
Personal computers/ workstations	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
Terminals	_____	_____	_____
Printers	_____	_____	_____
Monitors	_____	_____	_____
Hard disks	_____	_____	_____
CD-ROM drives	_____	_____	_____
Other	_____	_____	_____

8. What applications are most commonly used on the Macintosh?

- | | |
|--|---|
| <input type="checkbox"/> Word processing | <input type="checkbox"/> Spreadsheets |
| <input type="checkbox"/> Database | <input type="checkbox"/> Desktop publishing |
| <input type="checkbox"/> Presentations | <input type="checkbox"/> Image processing |

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Electronic mail | <input type="checkbox"/> Graphics |
| <input type="checkbox"/> Executive information systems | <input type="checkbox"/> Engineering |
| <input type="checkbox"/> Custom applications _____ | <input type="checkbox"/> Other: _____ |

Please circle any of the above that are "mission critical" and may require special service, support, or training.

INFORMATION NEEDS

9. Do you wish to receive the following information?

- New product information and updates/upgrades
- Comparison of features/functions
 - Macintosh vs OS/2
 - Unix vs Macintosh
 - Macintosh vs. Windows
 - Other, please explain: _____
- Compatibility with current or planned systems. Please explain current or planned needs:

10. Are you interested in a demonstration of solutions? Yes No

If yes, for what products?

- Macintosh hardware
- Macintosh software
- Networking
- Other _____

And, for which functional area(s)?

- | | |
|---|--|
| <input type="checkbox"/> Finance/administration | <input type="checkbox"/> Executive information systems |
| <input type="checkbox"/> Sales | <input type="checkbox"/> Multimedia |
| <input type="checkbox"/> Information systems | <input type="checkbox"/> Purchasing |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Distribution |
| <input type="checkbox"/> Human resources | <input type="checkbox"/> Other _____ |

Customer Representative: _____
Date: _____

HARDWARE REPAIR AND MAINTENANCE

OVERVIEW OF CURRENT SOLUTIONS AND NEEDS

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1. Do you perform repair and maintenance services for desktop computers | <input type="checkbox"/> | <input type="checkbox"/> |

in house?

If yes: How many service technicians do you have? _____

Are they Apple trained/supported?

2. Do you use external providers for desktop computing repair and maintenance services?

If yes: From which providers? Do they provide Macintosh hardware service?
(Check if yes.)

3. How satisfied are you with your current hardware repair and maintenance?

<-----|-----|-----|----->
1 2 3 4 5
Completely Satisfied Completely Dissatisfied

Please explain: _____

4. Do you want repair and maintenance services for Macintosh computers delivered by your in-house personnel or by an external provider?

<-----|-----|-----|----->
1 2 3 4 5
Completely In-House Completely by External Providers

Please explain: _____

INFORMATION NEEDS

5. Which of the following information do you need for hardware maintenance and repair?

- Technical notes and bulletins
 Hardware upgrades
 Other: _____

6. How would you prefer to receive the above information? (Check all that apply.)

- On-line (via AppleLink) Newsletters, bulletins, data sheets
 CD-ROM Other: _____

INSTALLATION NEEDS

Yes No

7. Is hardware installation assistance needed?

If yes, please explain: _____

TROUBLESHOOTING NEEDS

8. Is hardware troubleshooting assistance needed from an external provider?

If yes: Preferred source? _____

Preferred form of delivery?

Telephone

On-site

On-line

Other _____

HARDWARE SERVICE REQUIREMENTS

9. Special needs for customers who perform hardware repair and maintenance with in-house resources (check all that apply):

Service parts stocking

Diagnostics tools

Spare parts management system

On-line remote diagnostics

Repair/exchange

Multivendor hardware repair services:

Warranty reimbursement

On what other vendors' equipment? _____

Hardware Service Requirements Continued

10. Preferences for hardware service from external providers:

Preferred Source

Per incident (time and materials)

Carry-in

Desired turnaround time: _____

On-site

Desired response time: _____

Desired turnaround time: _____

Contract repair services

Carry-in

Desired turnaround time: _____

On-site

Desired response time: _____

Desired turnaround time: _____

Preventive maintenance program (scheduled) _____

Desired turnaround time: _____

Preferred mode of billing? (Check one.)

Monthly Quarterly

Semi-annually Annually

Loaners desired?

HARDWARE SERVICES TRAINING

11. If hardware troubleshooting and repair training is desired, indicate the subjects of interest and the preferred source.

	Preferred Source
<input type="checkbox"/> Macintosh computers	_____
<input type="checkbox"/> Other Apple computers	_____
<input type="checkbox"/> Network products	_____
<input type="checkbox"/> Printers	_____
<input type="checkbox"/> Other: _____	_____

12. In conclusion, please tell us about any other special needs and/or concerns you have about hardware repair and maintenance services.

Customer Representative: _____
Date: _____

NETWORK AND COMMUNICATIONS SUPPORT

OVERVIEW OF CURRENT SOLUTIONS AND NEEDS

	Yes	No
1. Do you perform network and communications support for the desktop computing arena with in-house resources?	<input type="checkbox"/>	<input type="checkbox"/>

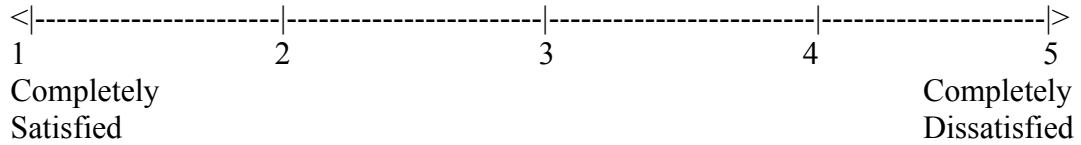
If yes: How many network and communications support personnel do you have? _____

Are they Apple trained/supported?

2. Do you use external providers for network and communications support for the desktop computing arena?	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

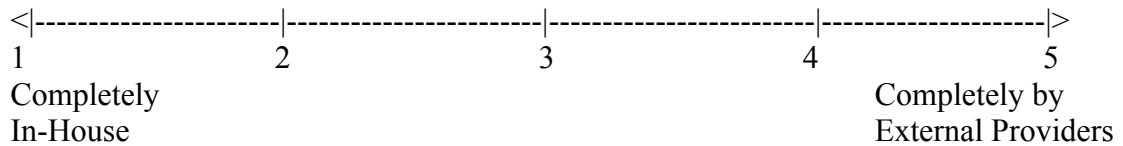
If yes: From which providers? _____ Do they provide Macintosh network support?
(Check if yes.)

3. How satisfied are you with your current network and communications support?



Please explain: _____

4. Do you want network and communications services for Macintosh computers delivered by your in-house personnel or by an external provider?



Please explain: _____

BACKGROUND ON NETWORK CONFIGURATION—LOCAL AREA NETWORKS

	Yes	No
5. Are your Macintosh computers networked?	<input type="checkbox"/>	<input type="checkbox"/>

If so, what file service is in use? Appleshare TOPS Other: _____

Average number of nodes per Macintosh LAN at this location? _____

6. Are Macintosh computers on LANs with other computers?	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------

If so, with what other systems?

- | | |
|---|--|
| <input type="checkbox"/> IBM mainframes | <input type="checkbox"/> DEC |
| <input type="checkbox"/> IBM PCs/workstations | <input type="checkbox"/> Hewlett-Packard |
| <input type="checkbox"/> Sun workstations | <input type="checkbox"/> Tandem |
| <input type="checkbox"/> Other _____ | |

7. Average number of nodes per LAN at this location? _____

8. With which other networks do you need to communicate at this location?

- | | | |
|-------------------------------------|--|---------------------------------|
| <input type="checkbox"/> SNA | <input type="checkbox"/> DECNET | <input type="checkbox"/> 3Com |
| <input type="checkbox"/> Token Ring | <input type="checkbox"/> TCP/IP | <input type="checkbox"/> Novell |
| <input type="checkbox"/> Ethernet | <input type="checkbox"/> Other UNIX: _____ | |

Other: _____

BACKGROUND ON NETWORK CONFIGURATION—WIDE AREA NETWORKS

9. List WAN equipment in place by supplier:

Modems

Routers

Bridges

_____	_____	_____
_____	_____	_____
_____	_____	_____

10. Please check and list any network management tools in use:

Protocol analyzers: _____

Network administration tools: _____

Others: _____

11. Additional details on current network systems, such as connections to remote sites (switched or dedicated lines? line speed?) etc. Please attach any available diagrams, network maps, network plans, equipment lists, etc.

NETWORK AND COMMUNICATIONS SUPPORT INFORMATION NEEDS

12. Which of the following information do you need? (Check all that apply.)

Network systems updates

Bug workarounds

Technical notes and bulletins

Other _____

NETWORK INSTALLATION/CONFIGURATION NEEDS

13. Is network installation assistance needed?

Yes No

If yes, is assistance required at the level of the:

Desktop

System software

Network

14. Is network configuration assistance needed?

If yes, is assistance required at the level of the:

Desktop System software Network

NETWORK TROUBLESHOOTING NEEDS

15. Is troubleshooting assistance needed from an external provider?

If yes: Preferred source? _____

Preferred form of delivery?

Telephone On-site

On-line Other _____

NETWORK REPAIR SERVICE OPTIONS

16. Special needs for customers that do in-house network and communications support:

- | | |
|---|--|
| <input type="checkbox"/> Service parts stocking | <input type="checkbox"/> Diagnostics tools |
| <input type="checkbox"/> Spare parts management systems | <input type="checkbox"/> Virus detection and eradication |
| <input type="checkbox"/> Repair/exchange | <input type="checkbox"/> Multivendor hardware repair services: |
| <input type="checkbox"/> Warranty reimbursement | On what other vendors' equipment? |

On-line remote diagnostics _____

17. Preferences for network and communications support from external providers:

Preferred Source

Per incident (time and materials) _____

Desired response time: _____

Contract network repair services _____

Desired response time: _____

Preferred mode of billing? (Check one.)

Monthly Quarterly

Semi-annually Annually

NETWORK AND COMMUNICATIONS CONSULTING SERVICES

18. Are any of the following network consulting services needed from an external provider?
(Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Network planning | <input type="checkbox"/> Multivendor network consulting/design |
| <input type="checkbox"/> Network configuration management services | <input type="checkbox"/> Multivendor integration support |
| <input type="checkbox"/> Network optimization and performance tuning | <input type="checkbox"/> Security consulting |
| <input type="checkbox"/> Network performance and cost analysis | <input type="checkbox"/> Compatibility (multivendor) |
| <input type="checkbox"/> Software migration assistance | <input type="checkbox"/> Network control consulting |
| <input type="checkbox"/> Other _____ | |

Preferred sources: _____

NETWORK TRAINING

19. Is network training needed from an external provider? (Check all that apply.)

- | | Preferred Source |
|---|-------------------------|
| <input type="checkbox"/> Administrator/operations | _____ |
| <input type="checkbox"/> Troubleshooting/diagnostics | _____ |
| <input type="checkbox"/> Network management | _____ |
| <input type="checkbox"/> Network use | _____ |
| <input type="checkbox"/> Maintenance (for in-house technicians) | _____ |
| <input type="checkbox"/> Others: _____ | _____ |

20. In conclusion, please tell us about any other special needs and/or concerns you have about network and communications support.

Customer Representative: _____
Date: _____

PRODUCT USAGE SUPPORT

OVERVIEW OF CURRENT SOLUTIONS AND NEEDS

Yes No

1. Do you perform software support for desktop computer users with in-house resources?

If yes: How many people provide software support? _____

Are they Apple trained/supported?

2. Do you use external providers for desktop computing software support?

If yes: From which providers? Do they provide Macintosh software support?
(Check if yes.)

3. How satisfied are you with your current Macintosh software support?

<-----|-----|-----|-----|----->
1 2 3 4 5
Completely Completely
Satisfied Dissatisfied

Please explain: _____

4. Do you want software support for Macintosh computers delivered by your in-house personnel or by an external provider?

<-----|-----|-----|-----|----->
1 2 3 4 5
Completely Completely by
In-House External Providers

Please explain: _____

INFORMATION NEEDS

5. Which of the following information do you need? (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Updates | <input type="checkbox"/> User tips |
| <input type="checkbox"/> Upgrades | <input type="checkbox"/> Bug workarounds |
| <input type="checkbox"/> Technical notes and bulletins | <input type="checkbox"/> Virus detection and eradication |
| <input type="checkbox"/> Data interchange | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Data recovery | |

6. How would you prefer to receive the above information? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> On-line (via AppleLink) | <input type="checkbox"/> Newsletters, bulletins, data sheets |
| <input type="checkbox"/> CD-ROM | <input type="checkbox"/> Other _____ |

STARTUP SERVICES

7. Are you interested in the following software services? (Check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> Software installation | <input type="checkbox"/> Compatibility consulting |
| <input type="checkbox"/> Administration setup | <input type="checkbox"/> Software archiving |
| <input type="checkbox"/> Implementation planning | <input type="checkbox"/> Upgrade management |
| <input type="checkbox"/> Other: _____ | |

Preferred source: _____

SOFTWARE SUPPORT

- | | | |
|---|--------------------------|--------------------------|
| | Yes | No |
| 8. Do you need Macintosh operating system software support from an external provider? | <input type="checkbox"/> | <input type="checkbox"/> |

Preferred source: _____

Preferred form of delivery: _____

- | | | |
|--|--------------------------|--------------------------|
| 9. Do you need Macintosh application software support for users from an external provider? | <input type="checkbox"/> | <input type="checkbox"/> |
|--|--------------------------|--------------------------|

Please list key Macintosh application software packages for which you wish support.

_____	_____
_____	_____
_____	_____

Preferred source: _____

Preferred form of delivery: _____

SOFTWARE TRAINING

- | | | |
|--|--------------------------|--------------------------|
| | Yes | No |
| 10. How many software applications trainers do you have? _____ | | |
| Are they Apple trained/supported? | <input type="checkbox"/> | <input type="checkbox"/> |

11. If software training is desired from an external source, indicate the subjects of interest and preferred source.

	Preferred Source
<input type="checkbox"/> Macintosh	_____
<input type="checkbox"/> A/UX	_____

4. Which development/programming languages are you using?

5. What host/data servers are you connected to?

6. What data access tools are you using?

7. What CASE tools are you using?

8. What systems development methodology do you use?

9. For which functional areas are you designing solutions?

- | | | |
|--|---|--|
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Sales | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Multimedia | <input type="checkbox"/> Distribution | <input type="checkbox"/> Human resources |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Finance/admin. | <input type="checkbox"/> Other |
| <input type="checkbox"/> Executive information systems | | |

DEVELOPMENT INFORMATION NEEDS

10. Do you need the following information on a regular basis? (Check all that apply.)

- | | | |
|--|---|--|
| <input type="checkbox"/> Upgrades | <input type="checkbox"/> A/UX | <input type="checkbox"/> Program debugging |
| <input type="checkbox"/> Development tools | <input type="checkbox"/> Connectivity tools | <input type="checkbox"/> Workarounds |
| <input type="checkbox"/> CASE | <input type="checkbox"/> Human interface design | |
| <input type="checkbox"/> Object-oriented programming | <input type="checkbox"/> Other: _____ | |

If yes, how do you wish to receive the above information? Check all that apply

- | | |
|----------------------------------|--|
| <input type="checkbox"/> On-line | <input type="checkbox"/> Newsletters, bulletins, data sheets |
| <input type="checkbox"/> CD-ROM | <input type="checkbox"/> Other: _____ |

DEVELOPMENT SUPPORT AND TOOLS REQUIREMENTS

12. For which of the following Macintosh solutions do you need development assistance, and what source is preferred?

Preferred Source

- Standalone _____
- Host front-end _____
- Terminal emulation _____
- Network _____
- Client/server _____
- Peer-to-peer _____
- CD-ROM _____
- Other: _____

13. Do you need data access tools for:

- Terminal emulation
- Host front-end
- Client-server
- Peer-to-peer

14. For which of the following areas do you need development support, and to whom do you prefer to go for assistance?

Preferred Source

- Human interface design and development _____
- Environment development _____
- Custom application design and development _____
- Connectivity application design and development _____
- Others: _____

DEVELOPER TRAINING

15. If developer /programmer training is desired, indicate the subjects of interest and the preferred source.

Preferred Source

- Human interface design and development _____
- Custom application design _____
- Macintosh development _____
- A/UX development _____

- Connectivity application design _____
- Development languages and tools _____
- Others: _____

16. In conclusion, please tell us about any other special needs and/or concerns you have about Macintosh application development support.

Customer Representative: _____
Date: _____

CUSTOMIZED SUPPORT

OVERVIEW OF CURRENT SOLUTIONS AND NEEDS

1. Do you do needs analysis, system integration, prototyping, training and other desktop computing professional services with in-house personnel? Yes No

If yes: How many systems analysts/in-house consultants do you have? _____

Are they Apple trained/supported?

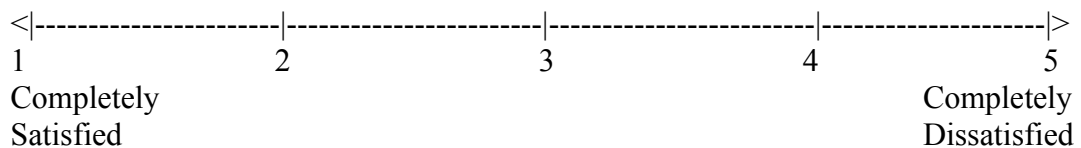
Also: How many desktop computing trainers do you have? _____

Are they Apple trained/supported?

2. Do you use external providers for desktop computing professional services?

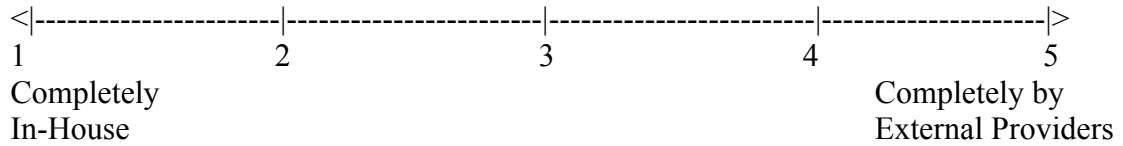
If yes: From which providers? Do they provide services for Macintosh?
(Check if yes.)

3. How satisfied are you with your current professional services providers?



Please explain: _____

4. Do you want professional services for Macintosh computers delivered by your in-house personnel or by an external provider?



Please explain: _____

CONSULTING SERVICES OF INTEREST

5. Please check all types of consulting services of interest:

- Needs analysis/feasibility studies
- Architecture planning/design
- System integration
- Custom prototyping/proof of concept
- Application development:
 - Macintosh
 - Other _____
- Custom training programs
- Disaster recovery planning and management:
 - Microcomputers
 - Other computers _____
- Coordination of multivendors' services
- Other _____

Preferred source for professional services: _____

Please explain specific needs: _____

The following survey is to be used to gather a customer's needs for service, support, and training on Macintosh computers. Completion of this questionnaire should enable you to create a

comprehensive picture of the customer's installation and support needs. While we have attempted to create as complete and useful a survey as possible, you may find some areas that are overemphasized or others that are absent. Feel free to modify this survey to best meet your particular needs when gathering customer support information.

Why Use a Support Survey?

Developing a comprehensive profile of customer support needs can be a long and difficult task. However, this process of discovery can have two important results: First, it demonstrates to customers that Apple is serious about understanding their support needs. Second, it can uncover opportunities for developing superior support solutions for customers. Finally, the survey format will allow you to consolidate customer support information from a variety of sources within the Apple support team as well as within the customer organization.

How to Use This Survey

The survey is intended to be used in face-to-face meetings with several key customer support executives over time. It will most likely not be completed in a single session between you and the customer representative. Rather, it will be a process involving many different information gatherers and customer "experts." Gathering support information should be a team effort. Much of the information in the survey can be obtained from members of the account team who have already had dealings with the customer. In fact, you should complete as much of the survey from internal sources as possible before seeking information from the customer.

Once you have consolidated all known account information, we suggest you contact the following customer representatives for each of the survey sections:

Section Customer Contact

(titles are examples only)

Customer Profile	Information Technology executive
------------------	----------------------------------

Apple advocate/line manager	
-----------------------------	--

Hardware Repair and Maintenance Service	Data center operations manager
---	--------------------------------

Microcomputer service manager	
-------------------------------	--

Network and Communications support	Data communications manager
------------------------------------	-----------------------------

Telecommunications manager

Network manager

Data center operations manager

Network administrator

Product Usage support

Microcomputer support manager

End-user computing manager

Information Center/Help Desk manager

Technical support manager

Software support manager

Development support

Application development manager

End-user computing manager

Information Center/Help Desk manager

Technical support manager

Software support manager

Professional services

Information Technology executive

Apple advocate/line manager

Application development manager

Systems planner

Technical training manager

Information Systems director

Assumptions

In developing this questionnaire, we made the following assumptions:

1. The questionnaire is intended to be used primarily with large business. It is probably not appropriate for K-12 customers without modifications, but is okay for large universities which are predominantly Macintosh users.
2. Questions are asked in such a way that a customer could define a non-Macintosh need, but the wording of questions should not make a customer believe Apple is intending to provide multivendor service, support, or training.
3. We have avoided identifying Apple as the provider for any service, support, or training need so as not to raise customer expectations. A customer contact may state that Apple is a preferred provider but Apple is not obligated to provide the desired support.
4. The questionnaire is location specific—needs for service, support, and training must be completed for each business unit. In some companies, a corporate information systems group may dictate how support is to be provided, but this situation is becoming rare.

Needs Survey Glossary

The following are definitions of some of the terms that appear in the ISP Needs Survey. These terms are subject to many interpretations. The following are our own. If you have better/more accurate definitions, we'd love to hear from you.

Architecture planning/design: Assistance in developing system architecture plans and designs, encompassing workstations, networks, and software.

Compatibility consulting (multivendor): Assistance in determining compatibility requirements for multiple vendors' systems.

Computer-aided software engineering (CASE): Tools and techniques encompassing all or some subset of the following features: for the front-end conceptual stages of systems development such as analysis assistance, data modeling tools, data dictionaries, text and diagram editors; and for the back-end implementation stages of systems development, such as screen/report design aids, code generators, testing and debugging tools.

Configuration assistance: Assistance in installing and configuring software (application and/or networking) on Macintosh computers.

Connectivity application design and development: Assistance in the design and/or development of applications entailing connections across Macintosh computers or between Macintosh and other systems.

Custom prototyping/proof of concept: Development of a Macintosh-based solution to meet customer's preliminary requirements to prove that a solution can be accomplished.

Customized support: A range of support services tailored to a customer's unique requirements. Such support might include needs analysis, cost/benefit analysis, specifications, prototyping, implementation planning, training, consulting, etc.

Disaster recovery planning and management: Assistance in preparing a recovery plan for disastrous loss of workstation computing. Such assistance might also include the actual management of recovery from disaster using the disaster recovery plan.

Environment development: Programming and development using the Macintosh environment fundamentals.

Human interface design and development: Programming and development using the Macintosh environment fundamentals to surround a specific customer application.

In-house development: Development and programming by a customer's in-house application programmers and analysts. In-house development is distinct from contract development from outside vendors.

Installation assistance: Assistance in hardware installation including removing Macintosh computers from their boxes and physically installing hardware and communication components.

Mission critical: Term denoting that a particular application or set of applications are critical to the business; if these applications are not operational, essentially business halts.

Multivendor integration support: Assistance in integrating hardware, software, and

communications components from multiple vendors.

Multivendor network consulting/design: Assistance in planning and design of networks encompassing multiple vendors' workstations, communications, and software.

Needs analysis/feasibility studies: Assistance in determining the technical and financial needs and feasibility of an Macintosh-based solution.

Network and communications support: A range of network and communications support services which might include network planning and design, configuration, management, and performance and cost analysis, among others.

Network configuration management services: Assistance in managing a network configuration to achieve optimization of communication resources.

Network performance and cost analysis: Assistance in assessing the performance of a network and in defining the optimal utilization to achieve cost requirements.

Network planning: Assistance in designing, configuring, and/or managing network utilization to achieve customer requirements.

Security consulting: Assistance in planning, design, and/or implementation of secure Macintosh-based systems.

Software migration assistance: Support in moving from one software generation to another which encompasses planning and/or implementation.

Spare parts management system: Computerized system to manage spare parts inventory to meet availability and cost requirements.

Systems development methodology: A formal approach to the analysis, design, and development of computer and communications systems.

Troubleshooting assistance: Telephone and/or on-site assistance for software, networks, and Macintosh computers.

Updates: Periodic changes to software.

Upgrade management: Assistance in managing the implementation of major changes (upgrades) to Macintosh hardware and/or software.